

**Underage Drinking Prevention Committee Meeting
March 15, 2011
United Way of Central Oklahoma
Oklahoma City, OK
Minutes**

Committee Members Present:

- A. Keith Burt
- Jessica Hawkins
- Neil Hann (Beverly)
- Gayle Jones
- Teresa Ryan
- Lisa Smith (Harold)
- Raye Shilen
- Linda Terrell

CALL TO ORDER

Ms. Jessica Hawkins called the March 15, 2011 Underage Drinking Prevention Committee meeting to order and declared a quorum was present.

WELCOME AND INTRODUCTIONS

Ms. Hawkins welcomed the members and guests.

APPROVAL OF MINUTES

The February meeting minutes were distributed and reviewed by the members. Mr. Keith Burt made a motion to approve the February meeting minutes. Ms. Beverly Williams seconded the approval of the February meeting minutes. The February meeting minutes were approved.

DICUSSION AND POSSIBLE ACTION REGARDING WINE AND BEER IN LIQUOR STORES

Mr. Burt introduced Mr. J.P. Richard and Mr. J.B. Jarboe and welcomed them to the meeting. Mr. Jarboe discussed the economic impact of introducing wine and strong beer in grocery stores. Introducing wine and strong beer in grocery stores would result in a loss in Oklahoma jobs, decrease in revenue and would call for an increase in enforcement efforts. Currently, every dollar that is spent in liquor stores stays in Oklahoma. If this new bill passed, Oklahoma would be sending a large amount of revenue outside the state. Another item that would need to be considered would be the increase in alcohol enforcement efforts by the ABLE Commission. The current system in Oklahoma prohibits brand franchising which allows the consumers to drive the prices. If this bill passes, it would affect the wine and strong beer selections, it would become franchise driven and prices would be affected. This would cause independent retailers to be forced to raise prices to stay competitive.

Mr. Richard discussed the impact of introducing wine and strong beer in grocery stores. Mr. Richard stated that Kroger is spending millions of dollars in seven other states to try to get strong beer and wine in their grocery stores. He also discussed a study

conducted by the ABLE Commission during the Keating administration which concluded that 76% - 82% of beverage incidents during this time frame came from 3.2 beer, which was deemed as a nonintoxicating beverage; easy accessibility among youth was the main issue. No action was taken.

DICUSSION AND POSSIBLE ACTION REGARDING THE ALCOHOLIC BEVERAGE LAWS ENFORCEMENT (ABLE) COMMISSION LEGISLATIVE UPDATE

Mr. John Maisch provided a brief legislative update on behalf of the ABLE Commission. Under SB658, Senator Jolley will be creating a Task Force consisting of 13 members to study and analyze the necessary modifications to existing law necessary regarding the sale of low-point, strong beer and wine in grocery stores. The ABLE Commission is also monitoring a bill which would require Oklahoma winemaker employees to become licensed to serve alcohol. Currently Oklahoma winemaker employees do not have to be licensed. This bill did not make it out of the Senate. SB827 by Senator Sparks, did not pass. HB1354 by Representative McAffrey is currently being monitored which modifies statutory language related to intoxicating liquors by permitting ABLE Commission licensees to advertise or offer happy hours between 4 p.m. and 7 p.m. under certain conditions. Mr. Maisch stated that legislators may be open to working with the ABLE Commission on revising the wording of this bill. The ABLE Commission continues to monitor SB859 and a bill concerning ignition interlocking devices as well. No action was taken.

DISCUSSION AND POSSIBLE ACTION REGARDING THE OKLAHOMA PREVENTION POLICY ALLICANCE (OPPA) REPORT

Ms. Raye Shilen updated the members on status of HB 1211 and SB 859. The OPPA members are meeting with Senator Halligan today to discuss why certain language within the bill had been stricken.

On March 31, 2011 the OPPA will be hosting a Coffee Chat at the Capitol from 7:30 a.m. to 9:00 a.m. No action was taken.

DISCUSSION AND POSSIBLE ACTION REGARDING ENFORCING THE UNDERAGE DRINKING LAWS (EUDL) UPDATE

Ms. Adrienne Rollins provided an update on the EUDL grant. Ms. Rollins stated the 2Much2Lose (2M2L) Statewide Youth Council approved 18 2M2L Club stipends out of 22 applications. Twenty three people were recently trained in the 2M2L Be the Change Academy curriculum as well. The 2M2L Regional Coordinator bids will be reviewed in late March.

The next 2M2L Law Enforcement and Community Training will be held in Oklahoma City from March 24 – 25, 2011. At this training, 16 CLEET hours will be offered.

The Tulsa County Sherriff's Office Law Enforcement Task Force is officially up and running. They have had great media coverage of their events so far. The ODMHSAS will be submitting a Justice Assistance Grant, grant application to create two new Law Enforcement Task Forces on college campuses. No action was taken

DISCUSSION AND POSSIBLE ACTION REGARDING THE STRATEGIC PREVENTION FRAMEWORK STATE INCENTIVE GRANT (SPF-SIG)

Ms. Hawkins provided a brief update on the SPF-SIG. A new online data query system has been created, which will house all alcohol and drug data throughout the state. This system will launch in April and will be made available to the public in July.

The SPF-SIG carry over request was recently granted. The Regional Epidemiological Coordinators will be hired soon to assist with needs assessments across the state. Ideally they will be hired by July of 2011. The SPF-SIG bid will be posted soon, which will have a start date of July 1, 2011. No action was taken.

DICUSSION AND POSSIBLE ACTION REGARDING THE REVIEW OF RELEVANT BILLS

There was discussion around bills that were of interest to the Underage Drinking Prevention Committee specifically, SB324 and HB1220. No action was taken.

NEW BUSINESS

Ms. Gayle Jones announced an upcoming videoconference at the Oklahoma State Department of Education. Ms. Teresa Ryan discussed a poster presentation that is currently under development on co-occurring risk behaviors in the Youth Risk Behavior Survey (YRBS). Ms. Hawkins informed Committee members that she is currently serving on a committee to help develop what a certified healthy community is. Ms. Linda Terrell announced if you would like to receive an Oklahoma Institute for Child Advocacy (OICA) Legislative Update, you must now request it. This update will no longer be sent out unless a request is made. The OICA Fall Forum is scheduled on October 11, 2011; the location is to be determined.

Committee members agreed to meet every other month. The next Underage Drinking Prevention Committee is scheduled for May 17, 2011 at the United Way of Central Oklahoma.

ADJOURNMENT

The meeting was dismissed at 3:30 p.m..